

IN THE SPECIFICATION:

1. Please add the following paragraphs after the paragraph appearing at Page 5, Line 22 as follows:

FIGURE 11 illustrates an exemplary method of pricing make-to-order products.

FIGURE 12 illustrates a computer-implemented tool according to one embodiment of the present invention.

1. Please amend the paragraph appearing at Page 6, Lines 2-15 as follows:

The following description is directed to a computer-implemented tool 20, as shown in FIGURE 12, that implements a "value management" (VM) pricing method. This pricing tool is a synthesis of two other computer-implemented business management ~~tools~~: tools 30; yield management ~~practice~~, practice 32, such as is used by airlines to price tickets, and tools for decision support 34 across supply chains, such as are commercially available from i2 Technologies Inc. The present invention is a novel combination of these two software applications, and can be beneficial in a number of areas, such as pricing, product design and product control. In general, the invention can be implemented as program code and data, which are executed on a computer system 40 and provide results to a user 50 both as stored data 60 and displayed data.